

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Intuitive Control Systems, LLC

IMC-PA

#### IMC Support Helps Enhance Marketing for Local Traffic Safety Company with International Reach

##### Client Profile:

Intuitive Control Systems, LLC provides products and services to enhance safety, performance and productivity for its customers. Using building block technologies in the controls and communications fields, the company develops applications ranging from backup generating controls to traffic calming devices to remotely linked data modules. Intuitive Solutions employs 7 people at its facility in State College, Pennsylvania.

##### Situation:

When Intuitive Control Systems, LLC embarked on traffic safety, subsequently creating the All Traffic Solutions division, the scope of their marketing changed to reach a much broader audience. They moved from a smaller industrial market to one that included some 100,000 potential government and commercial customers nationally, as well as new markets abroad. The company wanted to ensure a solid, professional image that could compete in a market laden with companies of more longevity and called upon the Industrial Manufacturing Center (IMC, a NIST MEP network affiliate and division of the Mid-Pennsylvania Manufacturing Extension Partnership (IMC), a NIST MEP network affiliate, for help.

##### Solution:

IMC helped the company develop an aggressive marketing and sales program and provided resources on the user interface of their WebEmpowered® data analysis and device management software. Professional branding strategies and product development were explored with impressive results. "IMC connected us with resources that could really implement our vision and make creative contribution to the process," noted company Vice President, Scott Johnson. Since working with IMC, Intuitive Control Systems has developed marketing strategies that have served as the impetus behind their revamped web site, advertising campaigns, solid corporate identity program, and product literature. They have also recently completed a promotional video that capitalizes on 'voice of customer' testimonials.

##### Results:

- \* Increased sales from \$700,000 to \$5 million.
- \* Created 12 jobs.

##### Testimonial:

"If you are looking for a new plan of attack, or simply want to explore options, IMC is worth talking to. Chances are, they have seen something similar, have gone through it with another company, or have contacts who are experienced with situations like yours. The ideas they and their resources bring can cause you to think differently and spark even greater success."

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Scott Johnson, Vice President